

# BE AN AD-BUSTER

## Analyzing “Frooty-Tooty Fruitsies”

Name \_\_\_\_\_

Did you know that food advertising can sometimes make a food sound more nutritious than it really is? You need to take a close look at the food label to determine if the food lives up to the advertising claims.

### DIRECTIONS

Read the advertisement for “Frooty-Tooty Fruitsies.” (It’s made up, by the way.) Next, study the **Nutrition Facts** label for this product and answer the questions below.

#### WHAT THE ADVERTISEMENT SAYS:

Frooty-Tooty Fruitsies give your body a high-energy boost. They are bursting with FRUIT flavor and wholesome goodness. Frooty-Tooty Fruitsies make a Fruity-licious Nutritious Treat!!



#### Nutrition Facts

Frooty-Tooty Fruitsies

Serving Size 15 pieces

Servings Per Container 1

Amount Per Serving	
Calories 120	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0 mg	0%
Sodium 45 mg	2%
Total Carbohydrate 29g	10%
Dietary Fiber 0g	0%
Sugars 23g	
Protein 1g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

\*Percent Daily Values are based on a 2,000-calorie diet.

#### WHAT THE LABEL SHOWS:

Ingredients:  
High-fructose corn syrup, sugar, gelatin, fruit juice concentrate, artificial flavorings, artificial colorings.

1. The ingredients listed on a food label are listed from most to least. Look at the ingredient label for **Frooty-Tooty Fruitsies**. How many of the first three ingredients are forms of sugar? Are any of the ingredients listed a source of real fruit? \_\_\_\_\_
2. Real fruit and 100% fruit juices tend to contribute vitamins A and C to the diet. Are **Frooty-Tooty Fruitsies** a good source of either of these vitamins? \_\_\_\_\_
3. Do you think that **Frooty-Tooty Fruitsies** are a “Fruity-licious Nutritious” treat? Why or why not? \_\_\_\_\_
4. Can you think of an example of a food advertisement that you have seen that makes misleading claims about nutrition? Describe it below. \_\_\_\_\_